

**Bomi Kang, Ph.D.**  
**Professor of Resort Tourism Management**

**Academic Degrees Earned**

- Ph.D., University of Nevada, Las Vegas, Las Vegas, Nevada, Hotel Administration, 2005
- M.S., Florida International University, North Miami, Florida, Hospitality Management, 2001
- P.G.D.M., Domino Carlton Tivoli, Luzerne, Switzerland, Hotel and Restaurant Management, 1999
- B.A., Ewha Woman's University, Seoul, Korea, Social Welfare, 1998

**Academic Experience**

- Professor, Coastal Carolina University (August, 2016 - present), Conway, South Carolina.
- Associate Professor, Coastal Carolina University (August, 2011 – August, 2016), Conway, South Carolina.
- Assistant Professor, Coastal Carolina University (August, 2005 - August, 2011), Conway, SC, South Carolina.
- Graduate Assistant/Teaching Lecturer, University of Nevada, Las Vegas (July, 2002 - January, 2005), Las Vegas, Nevada.
- Graduate Assistant/Teaching Assistant, Pennsylvania State University (August, 2001 - May, 2002), State College, Pennsylvania.
- Graduate Assistant/Teaching Assistant, Florida International University (January, 1999 - January, 2001), North Miami, Florida.

### **Non-Academic Experience**

- Supervisor, Hyatt Regency Pier 66 (February, 2001 - July, 2001), Ft. Lauderdale, Florida.
- FOH, P.F Changs China Bistro (May, 2000 - August, 2000), Miami, Florida.
- F & B Manager in Training, Hotel Ambassador (September, 1998 - March, 1999), Bern, Switzerland.

### **Teaching Interests**

- Tourism and Hospitality Research, Management Information Systems, Conventions and Events Management

### **Research Interests**

- Technology, consumer behavior, tourism, hotel and resort management

### **Selected Publications**

- Wu, W., Clark, M., & Kang, B. (in press, 2016). International Luxury Hotels' Use of Sina Weibo and Twitter. *Tourism Culture & Communication*.
- Kang, B. & Megehee, C. M. (2014). Advancing facilitators and deterrents theory of students' study-abroad decisions. *Advances in Management*, 7 (12), 13-21.
- Kang, B. & Tan, S. H. (2014). Interactive games: Intrinsic and extrinsic motivation, achievement, and satisfaction. *Journal of Management and Strategy*, 5 (4), 110-116, doi: doi:10.5430/jms.v5n4p110.
- Kang, B. (2012). Customers' evaluations of video clips in upscale versus midscale hotels' websites. *Review of Management Innovation & Creativity*, 5 (14), 74-80.
- Twigg, N. W. & Kang, B. (2012). The effect of leadership, perceived support, idealism, and self-esteem on burnout. *Journal of Behavioral Studies in Business*, 4, 98-116.
- Kang, B., Warne, K., & Keels, K. (2012). Importance-Performance Analysis of Relocation Attributes in the Carolina Coastal Region. *Coastal Business Journal*, 11 (1), 84-100.

### **Selected Service Engagements**

- Consultant, Downtown Redevelopment Corporation, City of Myrtle Beach. Profiled visitor profile and spending. Compared high season visitors and off season visitors
- Consultant, City of North Myrtle Beach. Profiled condo hotel and vacation rental visitors.
- Consultant, Coastal Regional Transportation Authority. Examine economic impact of the Coastal RTA
- Textbook Reviewer - Experiencing MIS (5th ed.), Pearson; MIS, McGraw-Hill Companies
- Invited lecturer – Jung Ang University, South Korea; International Business, Baden-Württemberg Cooperative State University, Bad Mergentheim, Germany

### **Professional Memberships (Past and Present)**

- Hospitality Finance and Technology Professionals
- Southeast InfORMS
- Myrtle Beach Area Hospitality Association
- Korea America Hospitality & Tourism Educators Association
- Hospitality Sales & Marketing Association International
- Travel and Tourism Research Association
- International Council on Hotel, Restaurant, and Institutional Education

### **Certifications**

- Certification in Hotel Industry Analytics, 2015, Tampa, FL.
- Certified in NetMiner (Social Network Analysis programming), 2015, Seoul, Republic of Korea.
- AMOS (Structural Equation Modeling Software), 2006, Washington D.C., District of Columbia.
- Master Teacher, 2010, Atlanta, GA.
- Certified Hospitality Educator, AHLA Educational Institute, 2005, Las Vegas, NV.